

LOCAL REAL ESTATE, HOME BUILDERS,
AND DESIGN TRENDS

HOME STYLE

ISSUE 12

AUGUST 7 – AUGUST 13, 2016



JOHN GARCIA OUTPACES COMPETITION

COMMERCIAL REAL ESTATE EXPERTS

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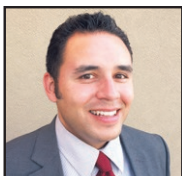
We are proud to partner with The Greater Albuquerque Association of Realtors (GAAR), Commercial Association of Realtors New Mexico (CARNM), Home Builders Association of Central New Mexico (HBACNM) and the New Mexico Association of Mortgage Professionals (NMAMP). We welcome your comments and opinions for publication in *HomeStyle*. Please send them to HomeStyle@abqjournal.com.

EDITOR
LAUREN ROLLS

BUSINESS DEVELOPMENT
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DESIGN
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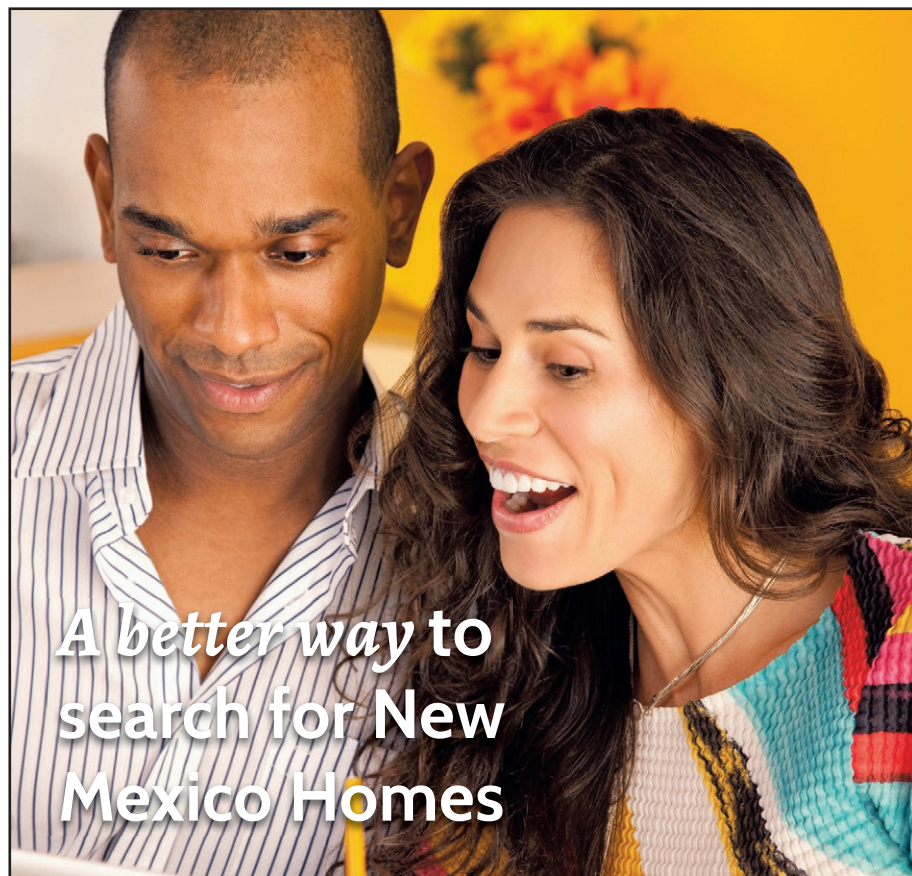
Contact Jorge Lopez
505.823.3393
jalopez@abqjournal.com

ALBUQUERQUE JOURNAL
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COMMERCIAL REAL ESTATE



BY DEBBIE DUPES, CCIM & SEAN MCMULLAN, CCIM
ON BEHALF OF CARNM

EXPERTS GLEAN MORE VALUE FROM COMMERCIAL REAL ESTATE DEALS

CCIMS ARE YOUR ALLIES IN
COMPLEX FIELD

If you are considering investing in commercial real estate, seek the knowledge of a New Mexico CCIM.

MARKET SUMMARY – APRIL 2016

NEW MEXICO

12.2 MILLION SQ. FT.
COMMERCIAL SPACE FOR SALE

13.1 MILLION SQ. FT.
COMMERCIAL SPACE FOR LEASE

28,753 ACRES
LAND & FARM FOR SALE

\$2.1 BILLION
TOTAL SALE PRICE

CURRENT STATISTICS FOR NEW MEXICO

PROPERTY TYPE	LISTINGS	ASKING LEASE RATE	ASKING SALE PRICE
INDUSTRIAL	451	\$6.45 PSF	\$59.06 PSF
OFFICE	1303	\$15.50 PSF	\$82.09 PSF
RETAIL-COMMERCIAL	835	\$14.54 PSF	\$124.91 PSF
SHOPPING CENTER	513	\$16.45 PSF	\$107.76 PSF
VACANT LAND	994	\$3.51 PSF	\$0.91 PSF
FARM/RANCH	9	-	\$0.04 PSF
HOSPITALITY	14	-	\$62.37 PSF
MULTI-FAMILY	68	-	\$64.22 PSF

STATISTICS COURTESY OF



DISCLAIMER: ALL STATISTICS ON THIS PAGE HAVE BEEN GATHERED FROM USER-LOADED LISTINGS AND USER-REPORTED TRANSACTIONS. WE HAVE NOT VERIFIED ACCURACY AND MAKE NO GUARANTEES. BY USING THE INFORMATION PROVIDED ON THIS PAGE, THE USER ACKNOWLEDGES THAT THE DATA MAY CONTAIN ERRORS OR OTHER NON-CONFORMITIES. YOU AND/OR YOUR CLIENT SHOULD DILIGENTLY AND INDEPENDENTLY VERIFY THE SPECIFICS OF THE INFORMATION THAT YOU ARE USING.

COMMERCIAL REAL ESTATE IS A VERY DYNAMIC AND COMPLICATED INDUSTRY. Whether you are a new investor with capital to invest in commercial real estate or an experienced investor adding properties to your portfolio to lease or sell, it is important to understand the ever-changing market.

A Certified Commercial Investment Member (CCIM) can help you choose the right location, analyze multiple financing opportunities, negotiate the deal, and comprehend the tax benefits or tax consequences of the deal. Just like you have an attorney to help you navigate through the legal world and an accountant to help you with your finances, a CCIM is your best ally to find the right investment property and help you through the transaction.

With proven industry experience, unparalleled education, cutting edge technology and a network of thousands of other industry experts, a commercial real estate broker with a CCIM designation brings an exceptional level of real-world experiences, skills, resources and tools. Working with a CCIM gives you confidence that you are making the right decisions and maximizes the value of your real estate investment.

For more than 40 years, CCIMs have been recognized as experts in commercial

real estate. Each CCIM has successfully completed a graduate-level program comprised of 200 hours of education. They have mastered such theories and issues such as time value of money, measuring investment performance, cash flow, analyzing the best use of a site, property supply and demand, evaluating and managing risk, and whether it is better to lease or own. A CCIM has also proven that they are experienced and able to apply their knowledge to each transaction.

In New Mexico, there are over 80 CCIMs that can more accurately navigate real estate decisions and seek out future opportunities and wealth building for their clients by understanding and analyzing problems and solutions relative to the investor's goals. All across America and in 30 countries all over the world, CCIMs encompass a diverse group of real estate professionals including brokers, leasing agents, lenders, asset managers, property managers, attorneys and other allied commercial real estate professionals.

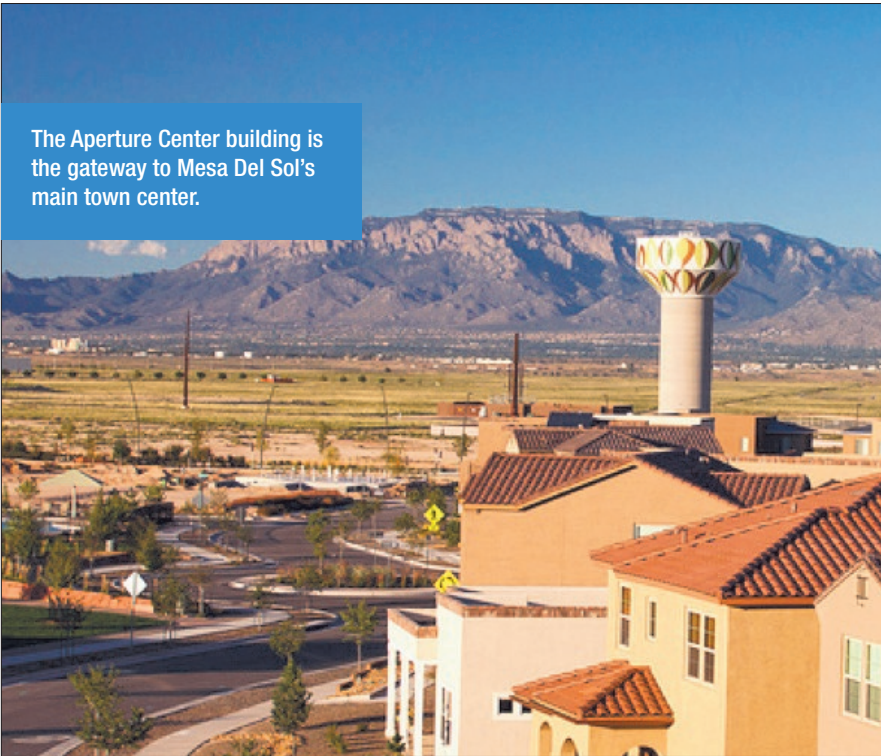
If you are considering investing in commercial real estate and want the assurance that you are making the best decisions and maximizing your return, seek the expertise of a New Mexico CCIM. For more information about CCIM or to find a CCIM, go to chapters. ccim.com/newmexico. ■

IN PARTNERSHIP WITH



INFRASTRUCTURE

PUBLIC IMPROVEMENT DISTRICTS PROPEL BUILDING



The Aperture Center building is the gateway to Mesa Del Sol's main town center.

Photo Source: mesadelsolnm.com

INFRASTRUCTURE GROWS WITH DISTRICTS

PUBLIC IMPROVEMENT DISTRICTS (PIDs) ARE CREATED TO HELP developers finance infrastructure in new communities such as roads, parks and other amenities. Bonds are sold to finance these improvements and property owners are each assessed a portion of the bonds. This assessment is added to an owner's property tax bill and paid off over time.

New Mexico state law requires that sellers of homes within PIDs disclose certain information to the buyer before accepting offers. There are currently eleven PIDs in the Greater Albuquerque Area. The eight districts in Albuquerque are The Boulders, Lower Petroglyphs, Montecito Estates, Volterra, Ventana West, Saltillo, The Trails and Mesa del Sol. The three districts in Rio Rancho are Cabezon, Mariposa East and Stonegate.

Learn more about Public Improvement Districts from the Greater Albuquerque

Association of Realtors at www.gaar.com/pids. To get PID information on a property you are buying or selling, contact a Realtor or the corresponding Assessor's office. You can also search by address online by going to <http://www.bernco.gov/assessor/> and selecting "Assessor Record Search" then "Property Search." ■

Albuquerque PIDs Contact Information:
Bernalillo County Assessor's Office
501 Tijeras NW
Albuquerque, NM 87102
Phone: 505-222-3700

Rio Rancho PIDs Contact Information:
Department of Financial Services
3200 Civic Circle NE, Ste. 300
Rio Rancho, NM 87144
Phone: 505-891-5010, option 4

SOURCE: NEWMEXICOHOMESARCH.COM EDITOR, GREATER ALBUQUERQUE ASSOCIATION OF REALTORS

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BUYING/SELLING



Downsizing to a smaller home could free up money that you can spend on trips.

SHOULD YOU DOWNSIZE YOUR HOME?

SEVERAL FACTORS TO CONSIDER BEFORE MAKING A DECISION

AS MEN AND WOMEN RETIRE OR APPROACH RETIREMENT AGE, many opt to downsize their homes. Such a decision can save older adults substantial amounts of money while also liberating them from the hassle of maintaining large homes they no longer need.

Downsizing to smaller homes or apartments is a significant step, one that homeowners should give ample consideration before making their final decisions. The following are a handful of tips to help homeowners determine if downsizing to smaller homes is the right move.

STATUS OF REAL ESTATE MARKET

Downsizing is not solely about money, but it's important that homeowners consider the real estate market before putting their

homes up for sale. Speak with a local realtor or your financial advisor about the current state of your real estate market. Downsizing can help homeowners save money on utilities, taxes and mortgage payments, but those savings may be negated if you sell your house in a buyer's market instead of a seller's market. If you think the current market won't get you the price you are hoping for, delay your downsize until the market rebounds.

TAKE INVENTORY

Empty nesters often find that their homes are still filled with their children's possessions, even long after those children have entered adulthood and left home. If the storage in your home is dominated by items that belong to your children and not you, then downsizing might be right for you. Tell your children you are

thinking of downsizing and invite them over to pick through any items still in your home. Once they have done so and taken what they want, you can host a yard sale, ultimately donating or discarding what you cannot sell. Once all of the items are gone, you may realize that moving into a smaller place is the financially prudent decision.

Your children's items are likely not the only items taking up space in your home. Take inventory of your own possessions as well, making note of items you can live without and those you want to keep. If the list of items you can live without is extensive, then you probably won't have a problem moving into a smaller home. If you aren't quite ready to say goodbye to many of your possessions, then you might benefit from staying put for a little while longer.

CONSIDER YOUR LIFESTYLE

If you have already retired or are on the verge of retirement and you plan to spend lots of time traveling, downsizing to a smaller home could free up money that you can spend on trips. And if you really do see yourself as a jet-setter, then you likely won't miss your current home because you won't be home frequently enough to enjoy it. If travel is not high on your retirement to-do list but you have a hobby, such as crafting, restoring classic cars or woodworking, that you hope to turn into a second profession, then you might benefit from staying put and converting your existing space into a workshop.

Many retirees downsize their homes, but this decision requires careful consideration of a variety of factors. ■

READERS' CHOICE 2016 WINNERS

NEW HOME BUILDER
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REALTY ONE OF NEW MEXICO

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DREAMSTYLE REMODELING

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RENEWAL BY ANDERSEN

FLOORS AND CARPET
RAY'S FLOORING

FURNITURE STORE
AMERICAN HOME FURNITURE



From left, Christopher Harris and Jessica Martin of Realty One NM with Jorge Lopez of the Albuquerque Journal.



From left, Vincent Pizzonia, Tim McNaney and Mike Fietz of Twilight Homes.



OUR READERS HAVE SPOKEN AND THEY HAVE OFFICIALLY SELECTED their favorites within the real estate community via the 2016 Albuquerque Journal Readers' Choice Awards. Journal readers around the state submitted their votes through print and online ballots over several weeks for over 130 categories. Not only did we have more categories than ever before, we also had more voters than ever before.

Now in its third year, the Readers' Choice Awards have gained momentum and prestige around Albuquerque.

The Journal hosted a celebration for all of the winners on Thursday, July 28. The special section with all of the winners, runner ups and notables published on Sunday, July 31. To view the section and full list of winners, visit www.abqjournal.com/readerschoice. To view more photos from the event, visit the Albuquerque Journal Facebook page. ■

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LOCAL LEADER

FEATURE STORY

JOHN GARCIA

OUTPACING THE COMPETITION

BY GLEN ROSALES

HOMESTYLE WRITER

HOME BUILDERS ASSOCIATION OF CENTRAL NM IS GROWING RAPIDLY UNDER GARCIA'S LEADERSHIP

WHEN COMPARING ALBUQUERQUE TO OTHER REGIONAL CITIES, it often pales. One exception is the Home Builders Association of Central New Mexico (HBACNM). Representing home builders, remodelers and subcontractors, the organization not only compares favorably with similar associations in Denver, Phoenix and Salt Lake City, it actually outpaces them.

CONTINUED GROWTH

And that is something HBACNM executive vice president John Garcia would like to see continue.

"We have a high retention of members, but we're still growing," Garcia says. "Our goal is to reach 1,000 members." Despite metro Albuquerque's size, the HBACNM is one of the largest in the country with 700 members, outpacing other nearby cities and comparing favorably nationally.

Garcia credits the staff's diligence and the Builders Association's board for that surprising statistic.

"A lot of it has to do with the services that we provide our members," he says. "Workers compensation through a builders' trust; it's a self-insured worker's compensation program and we're competitive in the market with that. It's a wholly owned company. But it was started by home builders."

AN UNUSUAL ROUTE

Garcia took a somewhat roundabout route to his position at HBACNM. He's hung out with Gary Johnson since the former New Mexico governor and current Libertarian presidential candidate was just a ski-bumming teenager. He's traded banter and barbs with President George W. Bush and is responsible for the unlikely ties between the White House and the North Valley's El Patio de Albuquerque restaurant.

He's been on so many committees locally, regionally and even nationally that one would be hard-pressed to

"Workers compensation through a builders' trust; it's a self-insured worker's compensation program and we're competitive in the market with that."

name them all. Garcia's career has been equally diverse with a stint as secretary of tourism and economic development under Johnson, economic development director for the city of Albuquerque, head of the New Mexico Restaurant Association and a senior economic development officer for the University of New Mexico.

A BLESSING IN MANY WAYS

But the past three years, Garcia has been out of the limelight as the executive vice president of the Home Builders Association of Central New Mexico. As a matter of fact, Garcia says only half-jokingly, things are significantly different for him nowadays.

"It was my first executive decision: to buy a Keurig a couple of years ago," he said chuckling.

On a more serious note, he emphasizes that the move to the Builders Association has been quite a blessing. "The job opened up and I heard about it," Garcia says. "I looked into it a little bit, tongue and cheek, I asked, 'What did it pay?' We live in four-year cycles in the political environment so making a career out of it wasn't what I wanted."

When Garcia saw that mayor Richard Berry was going to win another term, "now it's time to prioritize," he says. "My daughter graduated from medical school. My kids were grown up and

moved on. I did it for me. Flat out, it's a better quality of life for me."

For instance, dressing every day has become a much less formal affair. "All of my ties are three-to-four years old," Garcia says. "I don't have any new ties anymore. I dress to be comfortable." That's just one of the many changes Garcia has realized since taking the gig. "I just love it here. It's a great job with great people," he says. "And it's such a change from my previous life."

USING HIS POLITICAL ROOTS

"In the political environment, at least half the people hate you," Garcia says. "And that's going in. Over here, everybody is rowing the same way. Everybody is moving the same direction for the same cause." HBACNM helped encourage the legislature to extend sustainable building tax credits, legislation that was first passed several years ago.

"That legislation helps make us one of the top green-build states in the country in terms of efficiency of homes," Garcia says. "We were instrumental in getting that legislation passed." It's that kind of added value that attracts members, he says.

"So when builders out there get busy – I mean the market was soft and it went through some hard times but now it's coming back – those kinds of successes on the policy side and the operations side, people buy benefits when they join associations. We were able to offer a value." And the 23-member board is "an active board that I work for, and they're ambitious as well," Garcia says. "I'm glad to work with their goals and challenges."

Having Lana McClure as the vice president of operations "is a steady force here and she manages the staff and the day to day operations, which allows me to be active in the community but also work with all of our councils and committees." He knows that having good people on staff allows him to focus on continuing to grow the organization, as well as its success. ■

John Garcia and his staff at the Home Builders Association of Central New Mexico.

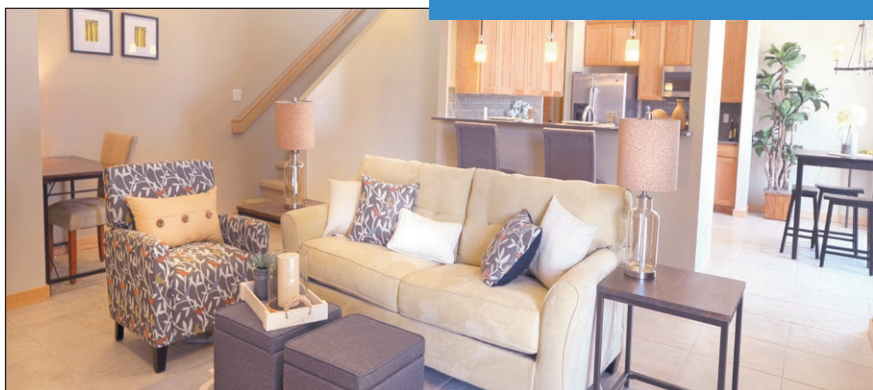


1632 DOMINO DRIVE SE
ALBUQUERQUE, NM 87123
\$239,754

1,369 SQ. FT.
2 BEDROOM / 1.5 BATH

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ABOUT THE COVER



WELCOME TO 1632 DOMINO DRIVE SE, an east-side townhome with easy access to I-40. RayLee's Volterra Village community is built in sets of four, and the townhomes range from 1,369 square feet with detached garages, to 1,868 square feet with first and second floor bedrooms. These townhomes include energy efficient

construction and beautiful design upgrades on all plans. These move-in ready townhomes are perfect for professionals, families, or retirees looking for quick access to the Albuquerque International Sunport, Sandia Labs, Kirtland Air Force Base or VA Hospital. Starting in the low \$200's with floorplans for almost any living situation, this community is a great fit for many. ■



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ABQ ACRES WEST
 6708 EL MODESTO COURT NE
\$244,900
 1466 sq. ft. | 3bdr, 2ba
 Coldwell Banker Legacy
 Deanna Talbot
 MLS # 870518
 08/07 1:00PM-3:00PM

CORRALES
 1463 MEADOWLARK LANE
\$499,000
 3527 sq. ft. | 4bdr, 3ba
 Gift Realty NM
 Eloise Gift
 MLS # 860644
 08/07 1:00PM-3:00PM

DOWNTOWN AREA
 716 COAL AVENUE SW
\$375,000
 1710 sq. ft. | 3bdr, 3ba
 SG Properties
 Sean Gilligan
 MLS # 871519
 08/07 1:00AM-3:00PM

DOWNTOWN AREA
 1520 SAN CARLOS ROAD SW
\$599,000
 2950 sq. ft. | 3bdr, 3ba
 Coldwell Banker Legacy
 Catherine R Buck
 MLS # 871670
 08/07 2:00PM-4:00PM

FAR NE HEIGHTS
 10416 CASADOR DEL OSO NE
\$209,000
 1293 sq. ft. | 3bdr, 2ba
 Coldwell Banker Legacy
 Joan L Wagner
 MLS # 870378
 08/07 1:00PM-3:00PM

FAR NE HEIGHTS
 9620 ALLANDE ROAD NE
\$349,900
 2272 sq. ft. | 3bdr, 3ba
 ABQ Realty(r)
 John Mitchell
 MLS # 868517
 08/07 1:00AM-3:00PM

FAR NE HEIGHTS
 11300 WOODMAR LANE NE
\$567,900
 3427 sq. ft. | 4bdr, 3ba
 Re/Max Elite
 Sharon M McCollum
 MLS # 844007
 08/07 1:00PM-3:00PM

FAR NE HEIGHTS
 6404 SAINT ANNES STREET NE
\$569,900
 3449 sq. ft. | 4bdr, 3ba
 Re/Max Elite
 Sharon M McCollum
 MLS # 869412
 08/07 1:00PM-3:00PM

CONTINUED ON
 PAGE 13

Re/Max Alliance Realtors

\$215,000

Featured New Listing

2014 Dillon Drive NE,
 Rio Rancho NM 87124

4 Bedrooms/2.5 Bath
 2,100 sq. ft.
 2 Car Garage
 Rio Rancho



Melissa Morenus



Beautiful Tuscan living in Northeast Heights



4 Bedrooms/3 Bath
 3,323 sq. ft.
 2 Car Garage
 ABQ Acres West

\$597,621

7508 Esmail NE,
 Albuquerque, NM 87113
 MLS# 871759

Melissa Morenus

Remax Alliance Realtors
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FEATURED LISTINGS



3101 CAMPECHE RD NE
RIO RANCHO, NM 87144
\$585,000
RIO RANCHO NORTH

4 BEDROOM / 3.5 BATH / 3,163 SQ. FT.
 DIANA COSTALES
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 MLS# 862917



12 VISTA DE ORO
PLACITAS, NM 87043
\$625,000
PLACITAS

4 BEDROOM / 3 BATH / 3,000 SQ. FT.
 TED PLUMMER
 LA PUERTA REAL ESTATE
 OFFICE: 505.867.3388 / CELL: 505.301.0841
 MLS# 870727



14 NORTE TRAIL
PLACITAS, NM 87043
\$418,500
PLACITAS

3 BEDROOM / 2 BATH / 2,090 SQ. FT.
 MINDY PROKOS
 LA PUERTA REAL ESTATE
 OFFICE: 505.867.3388 / CELL: 505.400.6488
 MLS# 870307



9721 MODESTO AVE NE
ALBUQUERQUE, NM 87122
\$550,000
NORTH ALBUQUERQUE ACRES

4 BED / 3 BATH / 3,388 SQ. FT.
 PHYLLIS AND ROBERT BOVERIE
 COLDWELL BANKER LEGACY
 OFFICE: 505.828.1000 / CELL: 505.710.2086
 MLS# 866888

FOOTHILLS NORTH
 5001 LARCHMONT NE
\$409,900
 4300 sq. ft. | 4bdr, 4ba
Re/Max Elite
 Sharon M McCollum
 MLS # 860785
 08/07 10:30AM-11:30AM

FOOTHILLS NORTH
 6011 SILVER LEAF TRAIL NE
\$548,900
 2945 sq. ft. | 3bdr, 3ba
Coldwell Banker Legacy
 Sharon Scott
 MLS # 868729
 08/07 2:00PM-4:00PM

NORTH ABQ ACRES
 12050 HOLLY AVENUE NE
\$549,999
 3635 sq. ft. | 4bdr, 4ba
Re/Max Advantage
 Svemir Savic
 MLS # 865666
 08/07 3:00PM-4:00PM

NORTH ABQ ACRES
 10710 DEL REY NE
\$550,000
 3150 sq. ft. | 5bdr, 4ba
Coldwell Banker Legacy
 John M Lopez
 MLS # 871129
 08/07 10:00AM-12:00PM

NORTH VALLEY
 7109 CASA ELENA DRIVE NE
\$207,000
 1308 sq. ft. | 3bdr, 2ba
Coldwell Banker Legacy
 Flori Beauchesne
 MLS # 871316
 08/07 2:00PM-4:00PM

NORTH VALLEY
 338 NARA VISA ROAD
\$389,000
 2423 sq. ft. | 3bdr, 2ba
The Ingles/Company Realtors
 Sari A Krolik
 MLS # 868008
 08/07 1:00PM-4:00PM

NORTHEAST HEIGHTS
 1401 TOMASITA STREET NE
\$179,900
 2052 sq. ft. | 4bdr, 2ba
Realty One of New Mexico
 Penny N Howard
 MLS # 871780
 08/07 12:00PM-2:00PM

NORTHEAST HEIGHTS
 12416 FOUNTAIN HILL LANE NE
\$249,500
 2217 sq. ft. | 3bdr, 3ba
Real Assets Real Estate
 Carol Bernstein
 MLS # 868630
 08/07 12:00PM-4:00PM

NW EDGEWOOD
 15 LOWER MOUNTAIN ROAD
\$399,950
 2195 sq. ft. | 3bdr, 2ba
Berkshire Hathaway Home Services New Mexico Properties
 Gina Maes
 MLS # 869513
 08/13 1:00PM-3:30PM

RIO RANCHO MID
 624 4TH STREET NE
\$339,000
 3085 sq. ft. | 4bdr, 3ba
Rio Valley Realty
 Gwen McNatt
 MLS # 864648
 08/13 12:00PM-2:00PM

RIO RANCHO NORTH
 6309 VAUGHN DRIVE NE
\$199,900
 1957 sq. ft. | 4bdr, 3ba
One Stop Realty
 Jack C Sheehan
 MLS # 859287
 08/07 1:00PM-4:00PM

RIO RANCHO SOUTH
 1632 TERRA DE SOL DRIVE SE
\$207,500
 2019 sq. ft. | 4bdr, 3ba
Rick Walsh Realty
 Rick Walsh
 MLS # 869679
 08/07 12:00PM-2:00PM

SOUTHEAST HEIGHTS
 1812 CAM FELLA AVENUE SE
\$419,900
 3322 sq. ft. | 3bdr, 4ba
Keller Williams Realty
 ABQ Houses 2 Homes
 MLS # 871427
 08/07 1:00PM-3:00PM

UNM SOUTH
 4523 BURTON AVENUE SE
\$255,000
 1973 sq. ft. | 3bdr, 3ba
Brown & Associates, Inc.
 JoAnn Brown
 MLS # 870806
 08/07 1:30PM-3:30PM

UNM SOUTH
 1017 JEFFERSON STREET SE
\$339,000
 2050 sq. ft. | 3bdr, 2ba
Coldwell Banker Legacy
 Carol L Radosevich
 MLS # 871728
 08/07 1:00PM-3:30PM

VALLEY FARMS
 1854 DON FELIPE ROAD SW
\$375,000
 3900 sq. ft. | 4bdr, 2ba
Re/Max Elite
 Jean A Chavez
 MLS # 869133
 08/07 1:00PM-3:00PM

VALLEY FARMS
 1434 TIERRA VERDE SW
\$550,000
 3667 sq. ft. | 4bdr, 5ba
CENTURY 21 Camco Realty
 Sharron Taylor
 MLS # 871628
 08/07 12:00PM-4:00PM

OPEN HOUSE LISTING
 INFORMATION WAS DERIVED
 FROM THE SOUTHWEST
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 PROPERTIES (SWMLS)
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 INFORMATION IS ACCURATE,
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FEATURED LISTING



600 16TH ST NW
ALBUQUERQUE, NM 87104
\$369,000
DOWNTOWN

3 BED / 1.75 BATH / 1,780 SQ. FT.
 JAMES SUTTON
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MLS# 869208



FEATURED BROKERS



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FEATURED LISTINGS



**7939 VICTORIA DR NW
ALBUQUERQUE, NM 87120
\$575,000
NORTHWEST HEIGHTS**

**4 BED / 4 BATH / 3,831 SQ. FT.
MEGAN ENGLAND
VISTA ENCANTADA REALTORS
OFFICE: 505.884.0020 / CELL: 505.228.2212**

MLS# 868305



**35 MUSTANG ROAD
PLACITAS, NM 87043
\$429,900
PLACITAS**

**3 BED / 3 BATH / 2,450 SQ. FT.
GAIL PESTANA
LA PUERTA REAL ESTATE
OFFICE: 505.867.3388 / CELL: 505.867.7486**

MLS# 862699



**1508 SUMMER AVE. NW
ALBUQUERQUE, NM 87104
\$370,000
DOWNTOWN**

**3 BED / 3 BATH / 2,049 SQ. FT.
CHRIS LUCAS
CENTURY 21 UNICA REAL ESTATE
OFFICE: 505.293.8400 / CELL: 505.463.5317**

MLS# 872369



**695 WINDSONG LANE
CORRALES, NM 87048
\$650,000
CORRALES**

**4 BED / 3 BATH / 3,262 SQ. FT.
SUSAN AGOSTINI
ENCHANTED HOMES REALTY
OFFICE: 505.944.2490 / CELL: 505.400.3307**

MLS# 860863



FEATURED LISTINGS



**8923 DESERT FOX WAY NE
ALBUQUERQUE, 87122
\$364,000
NORTHEAST HEIGHTS**

**3 BED / 2 BATH / 1,840 SQ. FT.
ALENE JOYNER
REMAX ALLIANCE
OFFICE: 505.298.9999 / CELL: 505.269.7244**

MLS# 872481



**1713 CALIFORNIA STREET
ALBUQUERQUE, NM 87110
\$259,900
FAIRGROUNDS**

**3 BED / 2 BATH / 2,046 SQ. FT.
CRYSTAL SADOWSKI
COLDWELL BANKER LEGACY
OFFICE: 505.271.8200 / CELL: 505.571.0845**

MLS# 870164



**6209 CASA BLANCA DR NW
ALBUQUERQUE, NM 87120
\$579,000
VOLCANO CLIFFS**

**3-4 BED / 4 BATH / 3,682 SQ. FT.
LISA HEBENSTREIT
BUYER'S BROKER OF NEW MEXICO
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OPEN HOUSES

HOSTING A SUCCESSFUL OPEN HOUSE

TIPS TO MAKE YOUR HOME MORE APPEALING TO BUYERS

WHEN SELLING A HOUSE, HOMEOWNERS CAN EMPLOY SEVERAL STRATEGIES in an effort to drum up interest among potential buyers. One such strategy is to host an open house, which invites prospective buyers to tour the property.

Realtors have long used open houses to introduce properties to the market, and a well-planned open house can help sellers generate numerous offers in a single day. Whether working with a realtor or listing homes on their own, homeowners can follow a few simple tips to ensure their open house is a success.

GENERATE PUBLICITY ONLINE

Nowadays many prospective home buyers do the bulk of their research via their computers and devices. By advertising their open house online, sellers

have the potential to reach a wide array of buyers. Many real estate agents employ sites such as Zillow.com and Trulia.com to promote open houses and showcase properties, so sellers can make sure their agents are taking advantage of these wildly popular sites. Some even allow sellers to list their homes on apps that buyers can peruse on their smartphones.

GENERATE PUBLICITY IN TRADITIONAL WAYS AS WELL

Keep in mind that traditional publicity should not be overlooked when promoting an open house. A \$5 "Open House" lawn sign is an effective and inexpensive way to attract buyers who are driving through desirable neighborhoods looking for their next homes. While the Internet is a valuable resource to promote your open house, the sheer vol-

ume of online listings can make it hard to reach potential buyers. A traditional lawn sign and a listing in your local newspaper are budget-friendly promotional opportunities that can generate interest in your open house.

INVITE YOUR NEIGHBORS

Neighbors can be great salesmen for your home and the community where you live. Invite friendly neighbors to your open house and encourage them to chat with prospective buyers. Buyers will appreciate neighbors' firsthand knowledge about the community, and their friendliness can help to create a strong first impression that increases buyer interest in your home.

CONSIDER CHANGES TO HOME DECOR

When hosting an open house, staging your house with a professional is the ideal scenario to

get your home sold. However, you can easily make some small changes to the decor to make your home more neutral and appealing to buyers from all walks of life. Remove any potentially controversial artwork or decorative items, replacing them with more neutral items that won't offend or distract any potential buyers.

LEAVE THE HOSTING TO THE PROFESSIONALS

Unless you're selling the home on your own, resist the temptation to attend your open house. Let your realtor do the work. Your absence can make it easier for potential buyers to see themselves in your home, while your presence may make them uncomfortable or hesitant to explore the property and ask any questions.

When hosting an open house, sellers can take several steps to make their homes more appealing to buyers. ■



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**1809 VALDEZ DRIVE NE
ALBUQUERQUE, NM 87112**
\$434,900
FOOTHILLS SOUTH

4 BEDROOM / 4 BATH / 3,547 SQ. FT.
JUDY LUCERO
RE/MAX ELITE
OFFICE: 505-798-1000 / CELL: 505-980-1351

MLS# 867590



**3 RAYOS DE LUZ
PLACITAS, NM 87043**
\$549,000
PLACITAS

3 BED / 3 BATH / 3,019 SQ. FT.
ANNETTE ACKERMAN
LA PUERTA REAL ESTATE
OFFICE: 505.280.9557 / CELL: 505.867.3388

MLS# 868983



**1541 GROS VENTRE DR NE
RIO RANCHO, NM 87144**
\$999,900
RIO RANCHO

4 BED + CASITA / 6 BATH / 5,069 SQ. FT.
KURSTIN JOHNSON
VISTA ENCANTADA REALTORS, LLC
OFFICE: 505.884.0020 / CELL: 505.250.1945

MLS# 865859



**6236 GHOST FLOWER TRAIL NE
ALBUQUERQUE, NM 87111**
\$545,000
FOOTHILLS NORTH

3 BEDROOM / 2 BATH / 2,249 SQ. FT.
LAURIE CASSIDY
REALTY ONE OF NEW MEXICO
OFFICE: 505.883.9400 / CELL: 505.259.3669

MLS# 870795



FEATURED LISTINGS



**191 SAN JOSE LOOP
SAN FIDEL, NM 87049**
\$750,000
SAN FIDEL

3 BED / 2 BATH / 2,117 SQ. FT.
LINDA MARTINEZ
COLDWELL BANKER LEGACY REALTY
OFFICE: 505.828.1000 / CELL: 505.385.2117

MLS# 871356



**816 SCORIA DRIVE NW
ALBUQUERQUE, NM 87120**
\$275,000
LADERA HEIGHTS

5 BED / 4 BATH / 2,500 SQ. FT.
LINDA MARTINEZ
COLDWELL BANKER LEGACY REALTY
OFFICE: 505.828.1000 / CELL: 505.385.2117

MLS# 870299



**7308 DESERT EAGLE RD. NE
ALBUQUERQUE, NM 87113**
\$359,995
ABQ ACRES WEST

4 BED / 2.5 BATH / 2,721 SQ. FT.
CATHY COLVIN
VISTA ENCANTADA REALTORS, LLC
OFFICE: 505.884.0020 / 505.264.1919

MLS# 871805



**12404 WALKERWAY STREET NE
ALBUQUERQUE, NM 87111**
\$1,185,000
FAR NE HEIGHTS

5 BEDROOM / 6 BATH / 6,323 SQ. FT.
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